

## C L A I M S

What is claimed and desired to be secured by Letters Patent is as follows:

*Sub A'*

1. An interactive consumer product promotion method for providing product promotion information to a consumer at an interactive electronic display from a remote consumer product database, comprising the steps of:
  - a. electronically interconnecting said interactive electronic display with said database;
  - b. displaying, on said interactive electronic display, a display screen from said database, said display screen including a plurality of product categories;
  - c. prompting the selection by the consumer, via said interactive electronic display, of one or more of the displayed categories and one or more products within each selected category for discount coupons or rebate offers for consumer products within the selected category or categories;
  - d. downloading said discount coupons and/or rebate offers from said database to said interactive electronic display for storage or printing.

2. A method as in claim 1, wherein said database is located at an Internet site and said electronic connecting step comprises connecting said interactive electronic display and said database via the Internet.

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3. A method as in claim 1, wherein said database includes a match game in which spaces on said match game are associated with respective product categories, said method further comprising the steps of:

- displaying said match game on said interactive electronic display along with the product categories; and
- determining whether the selected categories make a winning combination on said match game.

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4. A method as in claim 3, wherein said match game is a Bingo game with a matrix of said spaces including a number of product category spaces with each said product category space associated with a respective product category, and wherein said matrix may also include one or more free spaces, said method further comprising the steps of:

- initially displaying said Bingo game on said interactive electronic display with said spaces covered; and

b. revealing matches by uncovering product category spaces associated with respective product categories which match said selected product categories and by also uncovering any free space or spaces.

8 5. A method as in claim 4, and further comprising the steps of:

- a. calculating the value of any prizes earned by matches between said selected product categories and product categories associated with said Bingo spaces; and
- b. displaying the value of any prizes on said interactive electronic display.

9 6. A method as in claim 5, and further comprising the steps of:

- a. displaying an interactive menu of prize reimbursement alternatives; and
- b. prompting a consumer to select one of said prize redemption alternatives to collect a prize.

10 7. A method as in claim 3; wherein said match game is a Keno game with a matrix of Keno numbers in said spaces and with each said product category being associated

with a number, said method further comprising the steps of:

- a. initially displaying said Keno game on said interactive electronic display with no numbers highlighted;
- b. randomly selecting a plurality of Keno numbers equal to or greater than the number of product categories selected; and
- c. highlighting both said randomly selected Keno numbers and the numbers of said selected product categories such that matches between said selected Keno numbers and said selected product category numbers are revealed.

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8. A method as in claim 7, and further comprising the steps of:

- a. calculating the value of any prizes earned by matches between said selected product categories and said Keno spaces; and
- b. displaying the value of any prizes on said interactive electronic display.

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9. A method as in claim 8, and further comprising the steps of:

- a. displaying an interactive menu of prize reimbursement alternatives; and
- b. prompting a consumer to select one of said prize redemption alternatives to collect a prize.

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~~10.~~ A method as in claim 1, and further comprising the steps of:

- a. creating a personalized rebate form with specific rebate information from the products selected by the consumer for collective submission of multiple proofs of purchase of the selected products for rebate; and
- b. downloading said personalized rebate form from said database to said interactive display for storing or printing.

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~~11.~~ A method as in claim ~~10~~, wherein said rebate form creating step includes providing a plurality of payment options on said form for selection by the consumer, including electronic funds transfer.

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~~12.~~ A method as in claim ~~11~~, and further comprising the steps of:

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- a. submitting said personalized form and said proofs of purchase by electronically scanning them into said database via said interactive display.

13. An interactive consumer product promotion method for providing product promotion information to an interactive electronic display from a remote consumer product database, said database including a match game in which spaces on said match game are associated with respective product categories, comprising the steps of:

- a. electronically interconnecting said interactive electronic display with said database;
- b. displaying, on said interactive electronic display, a display screen from said database, said display screen including a plurality of product categories and said match game;
- c. prompting the selection, via said interactive electronic display, of one or more of the displayed categories for discount coupons or rebate offers for consumer products within the selected category or categories;
- d. determining whether the selected categories make a winning combination on said match game;
- e. prompting the selection of individual products within said selected product categories; and

f. downloading said discount coupons and/or rebate offers for said selected individual products to said interactive electronic display for storage or printing.

14. A method as in claim 13, wherein said database is located at an Internet site and said electronic connecting step comprises connecting said interactive electronic display and said database via the Internet.

15. A method as in claim 13, wherein said match game is a Bingo game with a matrix of said spaces including a number of product category spaces with each said product category space associated with a respective product category, and wherein said matrix may also include one or more free spaces, said method further comprising the steps of:

- a. initially displaying said Bingo game on said interactive electronic display with said spaces covered; and
- b. revealing matches by uncovering product category spaces associated with respective product categories which match said selected product categories and by also uncovering any free space or spaces.

16. A method as in claim 15, and further comprising the steps of:

- a. calculating the value of any prizes earned by matches between said selected product categories and product categories associated with said Bingo spaces; and
- b. displaying the value of any prizes on said interactive electronic display.

17. A method as in claim 16, and further comprising the steps of:

- a. displaying an interactive menu of prize reimbursement alternatives; and
- b. prompting a consumer to select one of said prize redemption alternatives to collect a prize.

18. A method as in claim 13, wherein said match game is a Keno game with a matrix of Keno numbers in said spaces and with each said product category being associated with a number, said method further comprising the steps of:

- a. initially displaying said Keno game on said interactive electronic display with no numbers highlighted;

- b. randomly selecting a plurality of Keno numbers equal to or greater than the number of product categories selected; and
- c. highlighting said randomly selected Keno numbers such that matches between said selected Keno numbers and said selected product category numbers are revealed.

19. A method as in claim 18, and further comprising the steps of:

- a. calculating the value of any prizes earned by matches between said selected product categories and said Keno spaces; and
- b. displaying the value of any prizes on said interactive electronic display.

20. A method as in claim 19, and further comprising the steps of:

- a. displaying an interactive menu of prize reimbursement alternatives; and
- b. prompting a consumer to select one of said prize redemption alternatives to collect a prize.

21. A method as in claim 13, and further comprising the steps of:

- a. creating a personalized rebate form with specific rebate information from the products selected by the consumer for collective submission of multiple proofs of purchase of the selected products for rebate; and
  - b. downloading said personalized rebate form from said database to said interactive display for storing or printing.
22. A method as in claim 21, wherein said rebate form creating step includes providing a plurality of payment options on said form for selection by the consumer, including electronic funds transfer.
23. A method as in claim 22, and further comprising the steps of:
  - a. submitting said personalized form and said proofs of purchase by electronically scanning them into said database via said interactive display.
24. An interactive consumer product promotion method for providing product promotion information to an interactive electronic display from a remote consumer product database, said database including a Bingo game with a matrix of spaces including a number of product

category spaces with each said product category space associated with a respective product category, and wherein said matrix may also include one or more free spaces, said method comprising the steps of:

- a. electronically interconnecting said interactive electronic display with said database;
- b. displaying, on said interactive electronic display, a display screen from said database, said display screen including a plurality of product categories and said Bingo game with said spaces initially covered;
- c. prompting the selection, via said interactive electronic display, of a predetermined number of the displayed categories for discount coupons or rebate offers for consumer products within the selected category or categories;
- d. revealing matches by uncovering product category spaces associated with respective product categories which match said selected product categories and by also uncovering any free space or spaces;
- e. determining whether the selected categories make a winning combination on said Bingo game;
- f. prompting the selection of individual products within said selected product categories; and

g. downloading said discount coupons and/or rebate offers from said database to said interactive electronic display for storage or printing.

25. A method as in claim 24, wherein said database is located at an Internet site and said electronic connecting step comprises connecting said interactive electronic display and said database via the Internet.

26. A method as in claim 24, and further comprising the steps of:

- a. calculating the value of any prizes earned by matches between said selected product categories and product categories associated with said Bingo spaces; and
- b. displaying the value of any prizes on said interactive electronic display.

27. A method as in claim 26, and further comprising the steps of:

- a. displaying an interactive menu of prize reimbursement alternatives; and
- b. prompting a consumer to select one of said prize redemption alternatives to collect a prize.

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28. A method as in claim 24, and further comprising the steps of:

- creating a personalized rebate form with specific rebate information from the products selected by the consumer for collective submission of multiple proofs of purchase of the selected products for rebate; and
- downloading said personalized rebate form from said database to said interactive display for storing or printing.

29. A method as in claim 28, wherein said rebate form creating step includes providing a plurality of payment options on said form for selection by the consumer, including electronic funds transfer.

30. A method as in claim 29, and further comprising the steps of:

- submitting said personalized form and said proofs of purchase by electronically scanning them into said database via said interactive display.